



**STATEMENT OF PROCEEDINGS  
FOR THE SPECIAL MEETING OF THE  
LOS ANGELES COUNTY COMMISSION ON INSURANCE  
KENNETH HAHN HALL OF ADMINISTRATION  
500 WEST TEMPLE STREET, ROOM 374-A  
LOS ANGELES, CALIFORNIA 90012**  
<http://lacic.org>

**Thursday, March 13, 2014**

**10:00 AM**

AUDIO LINK FOR ENTIRE MEETING. (14-1364)

**Attachments:** [AUDIO](#)

Present: Chairman Scott Svonkin, Vice Chair Eric Bauman, Commissioner Barry Binder, Commissioner Helene Lohr, Commissioner Luther Nash, Commissioner Patricia Torres and Commissioner Steve Vicencia

Absent: Commissioner Bob Blake and Commissioner Daniel Falcon

**I. ADMINISTRATIVE MATTER**

1. Call to Order. (14-1199)

**The meeting was called to order by Chairman Svonkin at 10:07 a.m.**

**II. REPORTS**

2. Discuss and take appropriate action on the Insurance Fraud Awareness Campaign preparation. (14-1223)

**Chairman Svonkin referenced the Board of Supervisor's meeting on April 15, 2014; discussion ensued regarding the availability of Commissioners. Commissioners agreed that it would be appropriate to ask that the proclamation be rescheduled to April 29, 2014.**

**Commissioners Lohr and Torres met with Kevin Chavez of the Department of Consumer Affairs (DCA), Vincent Barela and Theresa Marie Argonza Gomez, Graphic Artists of the Chief Executive Office (CEO); they have been informed that there is no budget involved. A quote on the campaign logo will be provided and a draft that includes three courtesy changes is expected next week.**

Commissioner Lohr acknowledged Linda Yarber of the California Department of Insurance (CDI), and asked that someone work with Ms. Yarber on the website. Discussion ensued on the ability to drive constituents to and from the Commission website. Commissioner Lohr will meet with Brian Stiger, DCA, next week to work on the Public Service Announcement (PSA); Chair Svonkin encouraged all members to participate in the PSA. Commissioner Lohr also reported that she spoke with Philip Nash who provided contact information for broadcasting information for KFWB News Talk 980. Chair Svonkin suggested using an Advisory Bulletin followed by a Press Release making the announcement for both the April proclamation and May kick off.

Chairman Svonkin reported that District Attorney Jackie Lacey is supportive, unfortunately she is not available to attend the April 15, 2014 Board of Supervisor's meeting; however, she did agree to review the Op- Ed (opposite-editorial) and sign on her interests. Dave Jones, State Insurance Commissioner, is interested in attending provided that he is available.

Commissioner Lohr indicated that Farmers Insurance is making progress with messaging their agents and clients regarding fraud via email; they are also checking on the availability of Sean Zavala, Fraud Expert of Farmers Insurance, to provide information on fraud and possibly be available for media interviews. Additionally, Ms. Yarber will provide statistics on fraud in the County.

Hector Moreno, Commission staff, reported that CEO confirmed an announcement can be added on mylacounty.gov website used by County employees when completing time cards. There is no cost involved and the request can be submitted by staff; the announcement must be 140 characters or less. Vice Chair Bauman added that for employees who still receive a paper check stub, only two lines are available. Vice Chair Bauman was asked to be in charge of this task.

Commissioner Vicencia reported that Supervisor Don Knabe's show is not available this year. Chair Svonkin will look into the possibility of broadcasting on the California Edition show in Long Beach or Irwindale. Commissioner Vicencia added that he continues to work with Liberty Mutual and Mercury Casualty. Commissioner Vicencia is waiting to receive materials from Liberty Mutual; they indicated that they are willing to notify their agents or include a reference on their website. Mercury Casualty has referred this to their public relations company and

**Commissioner Vicencia will follow up with them to determine what type of support they will provide the Commission.**

**Commissioner Lohr indicated that she contacted State Farm; they are interested in what the Commission is doing; however, they have not committed to anything to date. Commissioner Lohr will provide information to Commissioner Nash to follow up.**

**Chair Svonkin indicated that a tip sheet is critical in bringing awareness to insurance fraud. Commissioner Torres suggested incorporating the County fraud hotline number to report employee fraud on the paystub on mylacounty.gov.**

**Mr. Moreno reported the number of County worksites includes over 1,000 locations; however, 37 County Departments can be a point of contact via their Human Resources Department. Translation of materials is a courtesy and not a requirement. Ms. Yarber will look into the quantity of posters that can be provided to all worksites. Commissioner Torres suggested contacting the Fourth District to ask that they include a directive to distribute the posters in their Board action.**

**Commissioner Nash went on to suggest contacting the Chamber of Commerce to extend awareness of May as Insurance Fraud Awareness Month. Vice Chair Bauman will contact two members and ask if they will distribute information.**

**After discussion regarding the planning and preparation of the Insurance Fraud Awareness Campaign, the following tasks were assigned:**

- 1. Chair Svonkin: Contact Jackie Lacey regarding a new Board date; contact Brad Pomerantz of the California Edition for an opportunity to appear on the show, obtain fraud statistics from CDI and contact Dave Jones, State Insurance Commissioner regarding Op Eds.**
- 2. Commissioner Binder: Draft message on the Insurance Fraud Awareness Month using 140 characters for the mycountyla.gov website.**
- 3. Commissioner Lohr: Continue coordinating the PSA and logo.**
- 4. Commissioner Bauman: Contact members of the Chamber of Commerce and draft message for the pay check stub.**
- 5. Commissioner Vicencia: Follow up with Liberty Mutual and Farmers Insurance.**

6. **Ms. Yarber: Will work on providing fraud statistics, tip sheet, posters, and scheduling.**
7. **Commission staff: Inquire if logo can be included as a link on the Commission website that will direct constituents to the State Commission on Insurance fraud website; inquire if the Consumer Affairs hotline allows anonymous calls, and inquire if the PSA can be included on Commission website.**

### **III. MISCELLANEOUS**

3. Matters not on posted agenda, to be discussed and (if requested) placed on the agenda for action at a future meeting of the Committee, or matters requiring immediate action because of an emergency situation or where the need to take action arose subsequent to the posting of the agenda. (14-1201)

**There were no matters presented.**

4. Opportunity for members of the public to address the Commission on items of interest that are within the jurisdiction of the Commission. (14-1202)

**No members of the public addressed the Commission.**

5. Adjournment. (14-1203)

**The meeting was adjourned at 11:04 a.m.**